

In the specification:

Consider a customer of the TV vendor, who is given promotional materials fore for the other stores while buying a new TV. Alternatively, consider a customer of the liquor store being given a pizza or TV offer while buying beer. All of these scenarios are possible and appropriate when the consumer is hosting a party for watching a TV program (like the Superbowl or other sporting event). In the past, none of the three merchants would cross promote because they didn't have the means or the information to do so. Prior art systems were unable to be highly targeted and offer real time promotional opportunities because their date data was not integrated. If the TV is bought at "Best Buy" on a store charge, then it would be invisible to the credit card company. Cash purchased at the pizza store would also be left out. A check for the liquor store would similarly be left out of the loop.